

28 November 1960

Mr. Robert S. Driscoll  
Lord, Abbett & Co.  
63 Wall Street  
New York 5, New York

Dear Mr. Driscoll:

Thanks for your letter of November 23. I enjoyed very much meeting you and thought the day a most worthwhile one.

The question you raise about forcing the Soviets in the direction of satisfying their consumers is anything but naive. In fact, it is an explicit objective of our basic national policy. We have seen considerable progress in this direction in the Satellites since Khrushchev took over in that they are no longer being bled white to furnish heavy equipment to the Soviet Union but are, rather, being built up slowly in the direction of competing with the standard of living in Western Europe. Naturally the Soviets are not going to let the Satellite nations do better than their own people, so we feel there is a certain minimum progress certain to be made along these lines.

The difficult question is how to accelerate this movement. Our information programs, particularly the exhibit at the Moscow Fair and the various exchanges, are all designed to whet the Soviet appetite for the things the consumer sector of an industrial economy can provide. At the same time, as I think I stated on the platform, the Soviet leaders have done a successful selling job in convincing their people that the long-range satisfaction of their children's wants in the fullest sense requires for the time being self-denial and intensive investment.

Any suggestions that you or your friends in the CED may have as to how we can do better along these lines will always be welcome.

Sincerely,



Robert Amory, Jr.  
Deputy Director (Intelligence)

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Distribution:

Orig.--Addressee

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